

## Message Text

UNCLASSIFIED

PAGE 01      SOFIA 02640 01 OF 02 141628Z  
ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 L-03 PA-02 PRS-01 /023 W  
----- 124674 /43

P R 141234Z DEC 76  
FM AMEMBASSY SOFIA  
TO USIA WASHDC PRIORITY  
INFO SECSTATE WASHDC 2117

UNCLAS SECTION 1 OF 2 SOFIA 2640

USIA FOR IOP/P, IEU; STATE FOR CU/OPP, CU/EE

E.O. 11652: N/A

SUBJECT: FY '77 COUNTRY PLAN

REF: A. USIA 33605, B. POST OM MAY 10, 1976

1. FOLLOWING CHANGES TO CPP (REF B) WILL DECLASSIFY AND UPDATE DOCUMENT: REWRITE "PROGRAM RATIONALE," DELETE PART OF OBJECTIVE 2, AMEND AND COMBINE OBJECTIVES 3 AND 4 INTO OBJECTIVE 3, AND REWRITE RESEARCH REQUIREMENTS, CULTURAL PROGRAM AND PRESENTATIONS, EXCHANGE OF PERSONS, AND EXHIBITS.

2. PROGRAM RATIONALE: U.S. INTERESTS IN BULGARIA, MOST RECENTLY STATED IN SOFIA 482 (MARCH 8, 1976) HAVE BEEN LIMITED BUT ARE INCREASING WITH THE APPROACHING SIGNING (EARLY 1977) OF THE CULTURAL/SCIENTIFIC EXCHANGES AGREEMENT AND THE PROGRAM DOCUMENT. BULGARIA'S IMPORTANCE TO THE UNITED STATES LIES IN ITS GEOGRAPHIC (#)

WARSAW PACT AND COME CWT AND IN ITS POSITION AS A STAUNCH ALLY OF THE SOVIET UNION. U.S. POLICY TOWARD BULGARIA CALLS FOR INCREASING THE PRESENT PACE OF "SLOW AND STEADY" MOVEMENT TOWARD SETTling BILATERAL ISSUES (E.G. DIVIDED FAMILIES) AND REMOVING SOME OF THE BARRIERS TO NORMAL GOVERNMENTAL, INSTITUTIONAL AND INDIVIDUAL COMMUNICATIONS BETWEEN TWO RADICALLY DIFFERENT SOCIETIES.

ACCESS TO OFFICIAL MOLDERS AND POLICY FORMERS IS TIGHTLY RESTRICTED; HOWEVER, EMBASSY OFFICERS, ESPECIALLY THOSE OF SENIOR RANK, HAVE HAD SOME CONTACT AND OPPORTUNITIES  
UNCLASSIFIED

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PAGE 02      SOFIA 02640 01 OF 02 141628Z

SEEM TO BE IMPROVING, ALBEIT SLOWLY. ACCESS TO MEMBERS OF

THE CULTURAL ESTABLISHMENT IS SOMEWHAT EASIER, BUT NOT ADEQUATE. OUR PROGRAM CONCENTRATES UPON THE SUB-ELITES, JUST BELOW THE DECISION-MAKING LEVEL: MANAGERS, TECHNOCRATS, PLANNERS AND EXPERTS. WE REACH THEM -- TO THE DEGREE WE CAN -- IN PARTLY PERSONAL BUT MOST IMPERSONAL FASHION: (A) WITH MATERIALS MADE WIDELY AVAILABLE (E.G. EMBASSY WINDOW EXHIBITS AND VOA BULGARIAN BROADCASTS); (B) WITH BASIC AND TOPICAL AMERICANA SENT REGULARLY TO SELECTED PERSONS (E.G. OUR QUARTERLY LANGUAGE VERSION OF HORIZONS USA); AND (C) WITH SELECTED MATERIALS (E.G. MAGAZINE ARTICLES THROUGH THE LIBRARY "OUTREACH" PROGRAM).

THE LIMITED PERSONAL CONTACT HAS BEEN LARGELY AN OUT-GROWTH OF A SPECIFIC ITEMS OF BUSINESS TO BE TRANSACTED, IN WHICH CASE APPOINTMENTS MUST BE ARRANGED THROUGH THE PROTOCOL DEPARTMENT OF THE MINISTRY OF FOREIGN AFFAIRS, OR FOR PROGRAM OR SOCIAL EVENTS ARRANGED FOR VISITING AMERICANS (E.G. VOLUNTARY SPEAKERS FROM USIA OR AMERICAN SPECIALISTS FROM CU).

THE PRESS AND CULTURAL SECTION OF NYF EMBASSY (P&C), THEN, HAS LACKED DIRECT, FREE ACCESS TO MOST OF THOSE WHO, IN ANOTHER ENVIRONMENT, WOULD BE MEMBERS OF ITS PRIMARY AUDIENCE. THE AUDIENCE FOR P&C'S ACTIVITIES THUS OVERLAPS TO A LARGE DEGREE THAT OF THE EMBASSY, AND LINKS THE P&C ROLE TO SUPPORT OF SPECIFIC MISSION GOALS.

P&C PROGRAMMING ALSO HAS BEEN NARROWLY PURSUED. PROGRAM OPPORTUNITIES AND ACTIVITIES HAVE BEEN DIRECTED TOWARD CULTURAL ("SLOW MEDIA") ACTIVITIES DEALING WITH THE BASES, AS WELL AS THE SPECIFIC CONTENT, OF ISSUES. VERY LITTLE PROGRAM ATTENTION HAS BEEN PAID AT THE POST TO DAY-TO-DAY INTERNATIONAL POLITICAL/ECONOMIC QUESTIONS; FOR THIS, THE RELIANCE HAS BEEN ON VOA BULGARIAN BROADCASTS.

THE BILATERAL CULTURAL/SCIENTIFIC EXCHANGES AGREEMENT (CONCLUDED, THOUGH NOT SIGNED), AND THE PROGRAM DOCUMENT (IN THE FINAL STAGES OF NEGOTIATION) SHOULD RESULT IN INCREASED BULGARIAN RECEPTIVITY TO A WIDER RANGE OF P&C ACTIVITIES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03      SOFIA 02640 01 OF 02 141628Z

NOTE BY OC/T: SOFIA 2640 (SEC 1 OF 2). (#)OMISSION IN PARA 2. CORRECTION TO FOLLOW.

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PAGE 01      SOFIA 02640 02 OF 02 141626Z  
ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 L-03 PA-02 PRS-01 /023 W  
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FM AMEMBASSY SOFIA  
TO USIA WASHDC PRIORITY  
INFO SECSTATE WASHDC 2118

UNCLAS SECTION 2 OF 2 SOFIA 2640

3. OBJECTIVES: (A) OBJECTIVE #1: AS IS. (B) OBJECTIVE  
#2: DELETE ALL BEGINNING WITH "DESPITE". (C) OBJECTIVE #3:  
"ENCOURAGE CLOSER U.S.-BULGARIAN RELATIONS IN VARIOUS FIELDS,  
INCLUDING COMMERCE, ENVIRONMENTAL PROTECTION, MANPOWER  
UTILIZATION AND FOOD."

4. RESEARCH REQUIREMENTS: (ALSO RELATED TO ECONOMIC  
AND SCIENCE & TECHNOLOGY FIELDS.) THE POST'S KNOWLEDGE OF  
THE AUDIENCE IS BASED PRIMARILY UPON MEDIA COVERAGE AND  
PERSONAL CONTACTS. THUS, THERE IS A CONTINUING NEED FOR  
AUDIENCE ANALYSES, INCLUDING DEMOGRAPHIC CHARACTERISTICS,  
MEDIA HABITS, AND ATTITUDES AND OPINIONS TOWARD SUBJECTS OF  
INTEREST TO US.

5. CULTURAL PROGRAM AND PRESENTATIONS: THIS HAS BEEN  
AN UNDER-UTILIZED ACTIVITY. BULGARIANS ARE VERY CULTURALLY  
MINDED AND ARE CURIOUS ABOUT, AND INTERESTED IN, CONTEMPORARY  
AMERICAN MUSIC AND DANCE, PROVIDED THESE ARE NOT OVERLY  
AVANT GARDE.

YET WE LACK THE RESOURCES TO BRING AMERICAN PERFORMERS  
HERE ON OUR OWN, THE BULGARIAN STATE IMPRESARIO AGENCY LACKS  
ADEQUATE HARD CURRENCY, AND THE STATE DEPARTMENT (CU/ARTS)  
HAS GIVEN GREATER EMPHASIS TO EXPENSIVE TOURS BY LARGE,  
WELL-KNOWN PERFORMING ARTS GROUPS. FOR OUR PART, WE WOULD  
PREFER AN INCREASED NUMBER OF SMALL GROUPS AND INDIVIDUALS.

AMERICAN CULTURAL PERFORMANCES IN BULGARIA IN THE  
LAST 15 MONTHS HAVE LARGELY BEEN CONFINED TO THE JOSE LIMON  
DANCE COMPANY (SEPTEMBER 1975) AND THE LOS ANGELES  
PHILHARMONIC ORCHESTRA (DECEMBER 1976).

UNCLASSIFIED

UNCLASSIFIED

PAGE 02      SOFIA 02640 02 OF 02 141626Z

LAST PARA AS IS.

6. EXCHANGE OF PERSONS: PARA 1 AS IS. COMBINE PARAS 2 AND 3 AS FOLLOWS: THE SUPPLY AND PLACEMENT OF THESE VISITORS HAS BEEN FAR BELOW ADEQUATE, AND AN ATTEMPT SHOULD BE MADE BY BOTH WASHINGTON AND EMBASSY TO IMPROVE THIS RECORD, ESPECIALLY IN VIEW OF OPPORTUNITIES THAT WILL BE PRESENTED BY THE CULTURAL-SCIENTIFIC EXCHANGES AGREEMENTS.

7. EXHIBITS: THE DRAFT OF THE EXCHANGE PROGRAM DOCUMENT CURRENTLY BEING NEGOTIATED WITH BULGARIA PROVIDES FOR AT LEAST ONE MAJOR EXHIBIT DURING THE PERIOD OF THE PROGRAM (1977-78) IN 2 OR 3 CITIES FOR ABOUT 4 WEEKS IN EACH CITY. THE EXHIBIT MAY INCORPORATE SUCH COLLATERAL ACTIVITIES AS CONFERENCES, SYMPOSIA, LECTURES AND CONSULTATIONS. ALSO, THE PROGRAM DOCUMENT PROVIDES FOR OTHER OFFICIAL EXHIBITIONS AND THE DIRECT EXCHANGE OF EXHIBITIONS BETWEEN MUSEUMS AND OTHER INSTITUTIONS. TO TAKE ADVANTAGE OF GREATER OPPORTUNITIES ICS/E IS REQUESTED TO EARMARK A LARGER SHARE OF ITS FUNDS FOR EXHIBITS IN BULGARIA.

WITH USIA'S WITHDRAWAL FROM THE PLOVDIV INTERNATIONAL TRADE FAIR, EFFORTS SHOULD BE DIRECTED NOT ONLY TOWARD THE MAJOR EXHIBIT CITED ABOVE TO INCLUDE COLLATERAL ACTIVITIES, BUT ALSO TO SEIZE ON OPPORTUNITIES FOR OTHER OFFICIAL EXHIBITS. ONE SUCH POSSIBILITY IS A RECIPROCAL BOOK EXHIBIT (A NEW PROJECT) ALREADY DISCUSSED WITH BULGARIAN OFFICIALS WHO CONSIDER THE IDEA IN POSITIVE TERMS. THE BOOKS WOULD BE DONATED TO A LIBRARY UPON CONCLUSION OF THE EXHIBIT.

RPO VIENNA SHOULD NOT ONLY CONTINUE TO PREPARE SPECIAL EXHIBITS FOR THE EMBASSY DISPLAY WINDOWS, BUT ITS FUNDS SHOULD BE INCREASED TO PROVIDE US WITH MORE FREQUENT AND MORE SOPHISTICATED EXHIBITS. THESE EXHIBITS, WHICH SUPPORT ALL POST ACTIVITIES, ARE VERY POPULAR AND VIEWED DAILY BY NUMEROUS BULGARIANS. WE CONSIDER THE EXHIBITS TO BE OF TOP PRIORITY IMPORTANCE. THE SAME SUBJECT MATTER OFTEN IS COVERED IN SPEKTUR INSERTS AND VOA BULGARIAN BROADCASTS; SOMETIMES EXHIBIT MATERIAL IS DUPLICATED IN SPEKTUR.  
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